

Spending by Age, 2005

The average household spent \$46,409 in 2005, but some spent more while others spent less. Because spending rises with income, affluent householders spend the most. Householders aged 45 to 54 are in their peak earning years, which explains why they spent 20 percent more than the average household in 2005, the highest level of spending among all age groups. Householders aged 35 to 44 were in second place, with spending 19 percent above average.

Households headed by people under age 25 and aged 75 or older spend the least because their incomes are lowest. Householders under age 25 spend just 60 percent as much as the average household, while householders aged 75 or older spend 58 percent as much as the average.

Householders aged 45 to 54 spend the most overall, but other age groups spend more in some categories. Householders under age 25 spend much more than average on rented dwellings, for example. Householders aged 25 to 34 spend the most on vehicle finance charges, and clothes for children under age 2. Householders aged 35 to 44 spend the most on clothes for children aged 2 to 16. Spending on, education, public transportation, and entertainment is highest in the 45-to-54 age group. Households headed by people aged 65 or older spend the most on health care, including the individual categories of health insurance and drugs.

With the early retirement trend coming to an end, look for the two-earner couples of the baby-boom generation to boost spending by householders aged 55 to 64 in the years ahead.

Table 1.2 Average spending by age of householder, 2005

(average annual spending of consumer units by product and service category and age of consumer unit reference person, 2005)

	total consumer units	under 25	25 to 34	35 to 44	45 to 54	55 to 64	aged 65 or older		
							total	65 to 74	75 or older
Number of consumer units (in 000s)	117,356	8,543	19,635	23,835	24,393	18,104	22,847	11,505	11,342
Average number of persons per consumer unit	2.5	2.1	2.8	3.2	2.7	2.1	1.7	1.9	1.5
Average before-tax income of consumer units	\$58,712	\$27,494	\$55,066	\$72,699	\$75,266	\$64,156	\$36,936	\$45,202	\$28,552
Average annual spending of consumer units	\$46,409	\$27,776	\$45,068	\$55,190	\$55,854	\$49,592	\$32,866	\$38,573	\$27,018
FOOD	5,931	3,933	5,639	7,359	6,980	6,202	4,163	4,899	3,388
Food at home	3,297	1,917	2,945	4,121	3,807	3,487	2,605	2,967	2,222
Cereals and bakery products	445	273	387	564	499	465	366	405	326
Cereals and cereal products	143	106	138	183	159	139	106	114	97
Bakery products	302	167	249	381	340	326	261	291	229
Meats, poultry, fish, and eggs	764	449	654	963	918	827	569	691	440
Beef	228	149	189	293	283	250	150	189	108
Pork	153	79	121	199	179	167	126	152	98
Other meats	103	59	95	133	117	107	79	92	65
Poultry	134	83	137	170	162	134	85	104	65
Fish and seafood	113	59	82	131	140	132	102	124	79
Eggs	33	21	30	38	37	36	28	30	25
Dairy products	378	214	348	479	433	377	308	344	269
Fresh milk and cream	146	90	139	191	159	139	119	128	109
Other dairy products	232	124	209	288	274	238	189	216	160
Fruits and vegetables	552	298	461	663	614	626	490	553	424
Fresh fruits	182	87	145	218	201	211	170	192	146
Fresh vegetables	175	90	144	202	202	214	147	172	122
Processed fruits	106	69	91	132	114	104	101	106	96
Processed vegetables	89	51	82	111	98	97	72	83	61
Other food at home	1,158	684	1,094	1,452	1,342	1,192	871	974	762
Sugar and other sweets	119	60	91	144	142	129	107	118	95
Fats and oils	85	43	76	99	99	94	71	79	64
Miscellaneous foods	609	381	613	777	688	594	449	488	408
Nonalcoholic beverages	303	186	281	389	366	317	203	238	167
Food prepared by consumer unit on trips	41	13	32	42	47	58	40	51	29
Food away from home	2,634	2,015	2,694	3,238	3,173	2,715	1,558	1,933	1,166
ALCOHOLIC BEVERAGES	426	401	478	511	458	454	248	325	167
HOUSING	15,167	8,940	15,516	18,482	17,258	15,769	11,058	12,474	9,612
Shelter	8,805	5,538	9,491	10,835	10,281	8,686	5,836	6,423	5,240
Owned dwellings	5,958	1,263	5,206	7,936	7,686	6,650	3,903	4,664	3,132
Mortgage interest and charges	3,317	835	3,535	5,169	4,493	3,076	1,060	1,570	542
Property taxes	1,541	287	1,027	1,760	1,940	1,883	1,524	1,659	1,387
Maintenance, repair, insurance, other expenses	1,101	140	645	1,006	1,253	1,692	1,320	1,435	1,204
Rented dwellings	2,345	4,085	4,043	2,473	1,826	1,290	1,492	1,140	1,850
Other lodging	502	190	241	427	770	747	440	619	258
Utilities, fuels, and public services	3,183	1,755	2,909	3,569	3,693	3,427	2,813	3,091	2,531
Natural gas	473	191	396	524	536	521	489	504	474
Electricity	1,155	645	1,047	1,290	1,332	1,255	1,029	1,151	905
Fuel oil and other fuels	142	36	65	137	172	172	195	199	192
Telephone	1,048	744	1,099	1,208	1,229	1,077	733	845	619
Water and other public services	366	140	302	410	425	402	367	392	341
Household services	801	387	1,004	1,145	668	689	650	677	623
Personal services	322	237	651	666	132	71	113	95	130
Other household services	479	151	354	479	536	618	538	582	493
Housekeeping supplies	611	242	504	716	717	736	534	644	418
Laundry and cleaning supplies	134	63	127	161	154	150	106	122	89
Other household products	320	110	253	385	389	383	271	326	212
Postage and stationery	157	69	123	170	174	203	157	195	116
Household furnishings and equipment	1,767	1,018	1,608	2,216	1,899	2,231	1,225	1,640	800
Household textiles	132	58	136	155	159	153	91	114	66
Furniture	467	297	537	626	423	527	306	442	168
Floor coverings	56	17	41	55	91	83	28	34	21

Table 2.3 Apparel: Total spending by age, 2005

(total annual spending on apparel, accessories, and related services, by consumer unit (CU) age group, 2005; consumer units and dollars in thousands)

	total consumer units	under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Number of consumer units	117,356	8,543	19,635	23,835	24,393	18,104	11,505	11,342
Total spending of all CUs	\$5,446,351,133	\$237,294,640	\$884,919,408	\$1,315,448,645	\$1,362,450,037	\$897,815,016	\$443,788,118	\$306,440,084
Apparel, total spending	\$221,321,680	\$13,472,140	\$40,888,120	\$56,369,775	\$56,543,706	\$32,290,113	\$15,103,189	\$6,625,543
MEN'S APPAREL	40,913,822	2,379,653	6,923,694	9,657,942	11,664,489	6,491,732	2,771,439	1,067,055
Suits	3,009,008	146,512	377,581	623,047	875,709	634,545	269,677	81,776
Sport coats and tailored jackets	1,026,865	25,544	134,892	193,064	354,430	199,687	97,332	21,890
Coats and jackets	4,404,371	110,632	980,572	1,001,547	1,488,949	607,389	153,132	69,980
Underwear	2,072,507	141,728	354,804	455,010	647,878	251,827	183,160	37,429
Hosiery	1,847,183	79,023	279,406	393,278	470,053	389,417	147,379	96,861
Nightwear	166,646	5,724	13,352	45,048	47,566	26,251	22,780	6,692
Accessories	4,479,479	296,698	828,401	1,096,410	1,346,981	606,665	222,277	85,065
Sweaters and vests	1,312,040	66,892	162,185	349,183	352,479	227,386	111,714	41,852
Active sportswear	1,651,199	92,521	263,698	536,526	354,430	263,775	93,191	48,771
Shirts	11,471,549	781,086	1,802,100	2,464,539	3,315,009	1,944,551	897,275	291,036
Pants	7,440,370	511,299	1,302,586	1,903,225	1,902,166	1,074,110	486,546	262,114
Shorts and shorts sets	1,587,827	85,174	342,827	480,275	396,142	191,359	66,614	22,571
Uniforms	275,787	27,167	56,156	74,842	61,958	39,829	15,302	1,021
Costumes	167,819	9,824	25,329	41,711	50,494	34,941	4,947	113
BOYS' (AGED 2 TO 15) APPAREL	10,692,305	317,372	2,264,701	4,603,254	2,312,212	692,116	399,569	82,683
Coats and jackets	631,375	20,930	124,486	259,802	135,625	52,321	27,497	10,888
Sweaters	268,745	10,422	56,942	91,526	65,373	26,070	13,921	4,310
Shirts	3,173,306	103,883	610,649	1,450,360	635,682	196,428	148,645	14,404
Underwear	692,400	6,493	135,678	323,203	159,286	38,018	25,886	907
Nightwear	314,514	14,011	105,047	120,128	54,884	9,233	7,478	–
Hosiery	489,375	16,061	75,398	214,277	140,748	14,845	26,001	–
Accessories	499,937	19,563	75,595	199,976	162,457	30,596	11,160	–
Suits, sport coats, and vests	168,993	4,015	14,726	88,190	26,588	21,725	12,771	1,021
Pants	2,766,081	65,269	642,654	1,156,474	591,774	194,075	85,597	30,510
Shorts and shorts sets	833,228	34,599	210,487	336,789	165,385	64,993	14,036	7,372
Uniforms	313,341	10,679	93,463	137,051	52,445	13,397	4,372	1,928
Active sportswear	410,746	9,141	74,024	163,508	106,353	27,518	19,674	10,888
Costumes	130,265	2,307	45,161	61,971	15,612	2,535	2,186	454
WOMEN'S APPAREL	74,264,050	5,433,263	11,522,603	16,002,581	20,016,164	11,758,548	6,820,969	2,761,890
Coats and jackets	6,997,938	656,957	664,056	1,333,568	1,948,269	1,154,311	911,541	342,755
Dresses	5,496,955	321,217	995,887	1,407,218	1,548,712	485,006	529,575	195,990
Sport coats and tailored jackets	915,377	14,523	140,587	173,996	256,370	160,945	110,793	58,184
Sweaters and vests	5,354,954	290,035	760,464	1,122,629	1,385,035	978,883	610,685	219,921
Shirts, blouses, and tops	14,877,220	1,215,413	2,586,911	3,256,338	3,972,400	2,343,201	1,121,277	385,061
Skirts	2,482,079	169,749	322,603	552,019	760,330	430,151	213,993	40,264
Pants	12,926,763	948,358	2,142,768	3,198,657	3,358,184	1,756,088	1,109,887	405,250
Shorts and shorts sets	1,569,050	175,730	281,173	327,255	507,862	172,169	81,225	20,869
Active sportswear	3,681,458	227,415	771,852	565,605	1,166,229	547,646	263,925	140,981
Nightwear	3,864,533	234,164	413,513	762,005	1,040,118	777,567	399,684	257,237
Undergarments	3,937,294	241,852	674,266	917,409	1,034,507	601,234	309,600	161,283
Hosiery	2,104,193	112,511	290,794	429,507	594,701	364,434	197,196	122,380
Suits	2,539,584	104,566	403,499	488,856	521,034	626,942	251,154	143,703
Accessories	6,623,573	652,514	928,146	1,237,752	1,714,584	1,189,614	661,883	247,029
Uniforms	638,417	61,680	92,874	154,212	164,165	118,762	39,347	7,486
Costumes	253,489	6,493	53,407	75,795	43,663	51,958	9,089	13,384

	total consumer units	under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
GIRLS' (AGED 2 TO 15) APPAREL	\$14,178,952	\$354,705	\$2,777,567	\$6,101,998	\$3,288,176	\$1,071,576	\$417,977	\$157,767
Coats and jackets	633,722	18,282	154,135	228,101	158,311	34,398	36,011	4,423
Dresses and suits	1,377,759	61,168	163,756	521,033	400,045	147,186	49,356	38,563
Shirts, blouses, and sweaters	3,889,178	76,631	743,381	1,609,578	947,180	359,002	125,405	23,478
Skirts and pants	3,240,199	84,576	712,947	1,323,796	797,651	201,498	99,058	21,096
Shorts and shorts sets	795,674	31,182	203,419	336,312	134,893	60,829	16,222	12,136
Active sportswear	1,299,131	10,850	308,073	543,915	293,692	89,434	13,921	36,068
Underwear and nightwear	707,657	19,136	159,633	309,855	141,967	42,001	28,532	6,692
Hosiery	546,879	22,810	91,695	262,662	112,452	40,734	9,319	6,238
Accessories	1,160,651	23,493	135,678	751,994	163,189	57,028	24,391	2,268
Uniforms	299,258	2,990	62,047	110,356	80,741	30,415	12,195	567
Costumes	226,497	3,673	42,412	104,397	57,567	8,690	3,682	6,125
CHILDREN'S (UNDER AGE 2) APPAREL	9,659,572	831,405	3,386,448	2,532,707	1,278,437	1,044,239	355,735	149,828
Coats, jackets, and snowsuits	315,688	24,262	95,622	84,614	42,200	32,768	21,054	15,425
Outerwear including dresses	2,707,403	236,812	714,125	525,562	503,715	502,567	144,273	80,982
Underwear	5,055,696	434,155	2,065,209	1,551,659	502,252	301,975	94,341	34,820
Nightwear and loungewear	463,556	41,690	130,573	93,672	85,376	68,071	30,028	14,858
Accessories	1,117,229	94,486	381,115	277,201	144,894	138,858	66,039	3,856
FOOTWEAR	37,578,565	2,539,065	7,535,128	9,462,018	8,999,309	5,391,371	2,177,206	1,447,579
Men's	11,658,145	936,484	2,669,182	2,235,961	2,975,214	1,901,644	493,104	442,225
Boys'	4,376,205	184,273	1,092,099	1,746,390	1,048,411	166,738	76,278	36,975
Women's	17,480,176	1,284,953	2,640,318	3,868,659	4,073,631	3,105,922	1,565,600	968,380
Girls'	4,064,038	133,356	1,133,529	1,611,008	902,053	217,067	42,108	-
OTHER APPAREL PRODUCTS, SERVICES	34,035,587	1,616,677	6,477,979	8,009,275	8,985,162	5,840,531	2,160,294	958,739
Material for making clothes	1,011,609	9,397	109,956	243,117	335,892	238,249	52,118	32,892
Sewing patterns and notions	619,640	14,352	90,714	121,082	189,290	111,159	57,870	37,769
Watches	2,773,122	72,017	408,801	594,683	866,927	660,434	126,555	43,780
Jewelry	16,511,989	740,507	3,155,737	4,008,094	4,476,116	2,774,257	992,882	364,305
Shoe repair and other shoe services	156,083	1,709	15,119	35,514	41,468	28,423	19,674	14,518
Coin-operated apparel laundry and dry cleaning	4,380,899	584,256	1,222,475	1,009,174	726,911	438,117	232,746	167,408
Apparel alteration, repair, and tailoring services	640,764	23,322	115,061	127,041	134,649	110,253	77,199	52,627
Clothing rental	254,663	10,764	44,964	51,007	92,206	41,639	10,470	3,289
Watch and jewelry repair	497,589	8,372	64,599	76,034	93,181	131,616	96,412	27,448
Professional laundry, dry cleaning	7,121,162	150,357	1,244,466	1,733,043	1,992,664	1,300,591	487,122	212,436
Clothing storage	69,240	1,538	6,087	10,249	35,614	5,793	7,133	2,268

Note: Numbers may not add to total because of rounding and missing subcategories. "-" means sample is too small to make a reliable estimate.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2005 Consumer Expenditure Survey

Table 3.24 Entertainment: Market shares by region, 2005

(percentage of total annual spending on entertainment accounted for by consumer units by region of residence, 2005)

	total consumer units	Northeast	Midwest	South	West
Share of total consumer units	100.0%	19.0%	23.0%	35.9%	22.0%
Share of total before-tax income	100.0	20.5	22.2	32.6	24.8
Share of total spending	100.0	19.7	22.3	32.9	25.1
Share of entertainment spending	100.0%	18.1%	23.0%	31.7%	27.2%
FEES AND ADMISSIONS	100.0	19.9	24.0	27.5	28.5
Recreation expenses on trips	100.0	16.7	23.2	28.3	31.9
Social, recreation, civic club membership	100.0	18.1	21.9	33.9	26.2
Fees for participant sports	100.0	18.2	27.6	26.1	28.1
Participant sports on trips	100.0	22.8	29.1	20.7	27.4
Movie, theater, amusement park, and other admissions	100.0	20.8	22.2	27.7	29.4
Movie, other admissions on trips	100.0	22.3	26.2	23.9	27.6
Admission to sports events	100.0	13.2	24.4	24.5	37.9
Admission to sports events on trips	100.0	22.3	26.2	23.9	27.6
Fees for recreational lessons	100.0	25.8	23.3	25.7	25.2
Other entertainment services on trips	100.0	16.7	23.2	28.3	31.9
AUDIO AND VISUAL EQUIPMENT AND SERVICES	100.0	19.4	21.7	35.1	23.8
Television sets	100.0	15.4	20.5	32.9	31.2
Radios	100.0	12.1	21.3	46.4	20.0
Cable TV and community antenna	100.0	21.6	21.7	36.5	20.1
Tape recorders and players	100.0	24.6	25.2	25.0	25.2
VCRs and video disc players	100.0	18.0	27.1	32.3	22.6
Miscellaneous sound equipment	100.0	4.9	23.1	17.1	54.5
Sound equipment accessories	100.0	15.2	20.3	31.7	32.7
Video cassettes, tapes, and discs	100.0	14.8	24.9	31.5	28.8
Video game hardware and software	100.0	20.3	24.7	30.8	24.2
Streaming and downloading video	100.0	21.4	18.9	30.8	29.1
Repair of TV, radio, and sound equipment	100.0	17.5	23.7	34.6	24.2
Rental of television sets	100.0	27.9	3.0	43.2	25.3
Personal digital audio players	100.0	20.0	22.3	26.6	31.0
Sound components and component systems	100.0	12.6	24.3	26.6	36.5
Satellite dishes	100.0	11.1	21.1	46.9	20.8
Compact discs, records, and audio tapes	100.0	17.4	22.2	31.1	29.3
Streaming and downloading audio	100.0	18.2	30.0	23.6	28.2
Rental of VCR, radio, and sound equipment	100.0	29.3	23.8	35.9	10.2
Musical instruments and accessories	100.0	7.5	13.4	50.8	28.2
Rental and repair of musical instruments	100.0	66.1	12.0	16.4	5.5
Rental of video cassettes, tapes, discs, films	100.0	15.4	23.1	32.3	29.2
PETS, TOYS, HOBBIES, AND PLAYGROUND EQUIPMENT	100.0	17.9	22.5	33.8	25.8
Pets	100.0	17.5	23.1	33.3	26.1
Pet food	100.0	17.7	21.9	36.3	24.1
Pet purchase, supplies, and medicines	100.0	14.5	23.5	36.1	26.0
Pet services	100.0	17.0	20.1	30.1	32.8
Veterinarian services	100.0	19.9	25.5	27.9	26.7
Toys, games, hobbies, and tricycles	100.0	18.6	21.5	35.7	24.1
Stamp and coin collecting	100.0	25.3	15.0	19.4	40.2
Playground equipment	100.0	15.3	13.8	59.3	11.6

	total consumer units	Northeast	Midwest	South	West
OTHER ENTERTAINMENT SUPPLIES, EQUIPMENT, SERVICES	100.0%	13.6%	24.3%	29.0%	33.2%
Unmotored recreational vehicles	100.0	18.0	10.7	37.5	33.8
Boat without motor and boat trailers	100.0	13.6	8.1	20.5	57.8
Trailer and other attachable campers	100.0	18.4	11.0	39.3	31.3
Motorized recreational vehicles	100.0	4.6	24.9	25.1	45.4
Motorized camper	100.0	3.7	15.6	5.8	74.9
Other vehicle	100.0	11.4	32.5	26.2	29.9
Motorboats	100.0	2.5	34.8	53.3	9.3
Rental of recreational vehicles	100.0	17.1	21.7	25.6	35.5
Docking and landing fees	100.0	21.7	25.1	41.8	11.4
Sports, recreation, exercise equipment	100.0	16.8	29.5	28.2	25.6
Athletic gear, game tables, exercise equipment	100.0	19.0	29.0	32.1	20.1
Bicycles	100.0	16.2	17.5	28.3	38.0
Camping equipment	100.0	9.6	27.3	41.1	22.1
Hunting and fishing equipment	100.0	12.6	29.5	21.2	36.8
Winter sports equipment	100.0	23.2	20.0	15.0	41.7
Water sports equipment	100.0	12.4	26.0	23.5	38.1
Other sports equipment	100.0	22.0	25.0	22.9	30.2
Rental and repair of miscellaneous sports equipment	100.0	28.8	37.4	16.8	16.6
Photographic equipment and supplies	100.0	17.1	25.8	28.3	28.7
Film	100.0	19.2	21.6	31.3	27.9
Other photographic supplies	100.0	4.5	36.2	10.3	49.0
Photo processing	100.0	16.8	25.5	28.3	29.4
Repair and rental of photographic equipment	100.0	15.4	19.1	26.7	38.5
Photographic equipment	100.0	11.5	27.2	30.3	31.0
Photographer fees	100.0	27.6	25.0	25.1	22.3
Fireworks	100.0	7.6	10.0	66.5	15.4
Pinball, electronic video games	100.0	17.0	28.6	35.6	19.1

Note: Numbers may not add to total because of rounding.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2005 Consumer Expenditure Survey

Table 5.2 Food and Alcohol: Indexed spending by age, 2005

(indexed average annual spending of consumer units (CU) on food and alcoholic beverages, by age of consumer unit reference person, 2005; index definition: an index of 100 is the average for all consumer units; an index of 132 means that spending by consumer units in that group is 32 percent above the average for all consumer units; an index of 68 indicates spending that is 32 percent below the average for all consumer units)

	total consumer units	under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Average spending of CU, total	\$46,409	\$27,777	\$45,068	\$55,190	\$55,854	\$49,592	\$38,574	\$27,018
Average spending of CU, index	100	60	97	119	120	107	83	58
Food, spending index	100	66	95	124	118	105	83	57
Alcoholic beverages, spending index	100	94	112	120	107	106	76	39
FOOD AT HOME	100	58	89	125	115	106	90	67
Cereals and bakery products	100	61	87	127	112	105	91	73
Cereals and cereal products	100	74	97	128	111	97	80	68
Flour	100	75	80	125	109	113	86	78
Prepared flour mixes	100	47	84	129	124	101	91	65
Ready-to-eat and cooked cereals	100	76	99	130	104	96	80	75
Rice	100	96	105	114	121	107	66	45
Pasta, cornmeal, and other cereal products	100	65	93	132	125	90	80	55
Bakery products	100	55	82	126	113	108	96	76
Bread	100	55	84	121	111	112	98	80
White bread	100	66	94	125	108	104	89	72
Bread, other than white	100	49	77	118	113	117	104	84
Cookies and crackers	100	57	81	120	118	112	90	79
Cookies	100	56	77	120	116	119	89	82
Crackers	100	58	87	121	121	100	91	75
Frozen and refrigerated bakery products	100	63	88	132	109	100	92	72
Other bakery products	100	53	81	133	111	104	100	72
Biscuits and rolls	100	52	85	134	118	98	90	66
Cakes and cupcakes	100	59	82	143	104	103	100	59
Bread and cracker products	100	61	69	133	109	116	111	60
Sweetrolls, coffee cakes, doughnuts	100	46	77	117	111	110	116	94
Pies, tarts, turnovers	100	47	78	128	104	112	104	90
Meats, poultry, fish, and eggs	100	59	86	126	120	108	90	58
Beef	100	65	83	129	124	110	83	47
Ground beef	100	70	95	127	122	101	81	47
Roast	100	38	78	142	111	112	96	63
Chuck roast	100	41	85	136	119	109	85	58
Round roast	100	23	78	110	107	155	112	66
Other roast	100	42	74	159	108	96	96	64
Steak	100	73	77	126	133	113	78	41
Round steak	100	96	101	134	117	100	51	43
Sirloin steak	100	72	82	118	137	103	86	47
Other steak	100	68	68	127	135	122	81	38
Other beef	100	59	67	124	122	130	96	50
Pork	100	51	79	130	117	109	99	64
Bacon	100	58	85	116	118	113	99	66
Pork chops	100	52	82	130	122	110	93	52
Ham	100	45	69	134	112	99	119	82
Ham, not canned	100	44	70	135	111	98	122	79
Canned ham	100	71	43	109	121	142	9	199
Sausage	100	65	77	133	122	94	98	63
Other pork	100	39	81	134	111	126	89	58
Other meats	100	57	92	129	113	104	89	63
Frankfurters	100	58	93	142	101	107	82	60
Lunch meats (cold cuts)	100	54	91	130	116	100	90	65
Bologna, liverwurst, salami	100	46	89	127	114	104	99	67
Other lunch meats	100	56	92	131	116	98	87	65
Lamb, organ meats, and others	100	84	93	93	118	134	94	57

	total consumer units	under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Poultry	100	62	102	126	121	100	78	49
Fresh and frozen chicken	100	64	108	125	120	96	76	48
Fresh and frozen whole chicken	100	66	123	119	111	106	71	40
Fresh and frozen chicken parts	100	64	103	128	123	93	77	51
Other poultry	100	48	77	130	126	117	87	50
Fish and seafood	100	52	72	115	124	116	109	69
Canned fish and seafood	100	45	76	114	139	115	95	56
Fresh fish and shellfish	100	51	73	112	118	126	121	63
Frozen fish and shellfish	100	57	70	121	127	101	97	85
Eggs	100	64	90	115	114	110	91	77
Dairy products	100	57	92	127	114	100	91	71
Fresh milk and cream	100	61	95	131	109	95	88	75
Fresh milk, all types	100	64	97	131	107	93	88	75
Cream	100	44	79	127	121	111	87	77
Other dairy products	100	53	90	124	118	103	93	69
Butter	100	51	65	132	125	106	96	75
Cheese	100	52	96	121	117	103	93	67
Ice cream and related products	100	60	80	122	122	96	106	74
Miscellaneous dairy products	100	49	101	131	111	111	70	62
Fruits and vegetables	100	54	84	120	111	114	100	77
Fresh fruits	100	48	80	120	110	116	106	80
Apples	100	55	88	128	120	99	88	68
Bananas	100	48	84	113	109	102	122	95
Oranges	100	56	83	128	114	107	94	69
Citrus fruits, excluding oranges	100	52	81	118	103	126	116	70
Other fresh fruits	100	44	74	119	108	126	108	84
Fresh vegetables	100	52	82	116	116	123	98	70
Potatoes	100	46	81	108	121	123	103	76
Lettuce	100	58	85	116	117	121	95	62
Tomatoes	100	64	82	120	109	117	95	78
Other fresh vegetables	100	48	82	117	116	125	99	67
Processed fruits	100	65	85	124	107	98	100	90
Frozen fruits and fruit juices	100	54	87	126	118	85	113	76
Frozen orange juice	100	65	81	142	112	79	107	73
Frozen fruits	100	26	88	103	132	105	120	77
Frozen fruit juices, excluding orange	100	88	93	147	101	54	108	82
Canned fruits	100	47	77	108	92	109	137	127
Dried fruits	100	48	76	107	103	134	111	100
Fresh fruit juice	100	74	83	133	114	89	79	88
Canned and bottled fruit juice	100	73	90	129	108	94	89	80
Processed vegetables	100	57	92	125	110	109	93	68
Frozen vegetables	100	51	85	140	111	110	87	56
Canned and dried vegetables and juices	100	60	95	118	109	108	96	73
Canned beans	100	56	90	114	112	107	98	88
Canned corn	100	73	111	101	111	97	97	82
Canned miscellaneous vegetables	100	50	82	113	113	118	112	77
Dried peas	100	26	119	93	63	185	74	107
Dried beans	100	80	110	111	109	113	83	52
Dried miscellaneous vegetables	100	55	105	139	98	109	70	66
Fresh and canned vegetable juices	100	71	103	123	109	96	94	62
Sugar and other sweets	100	51	77	122	119	109	99	80
Candy and chewing gum	100	47	74	124	120	110	99	82
Sugar	100	60	90	126	122	102	87	59
Artificial sweeteners	100	55	71	78	124	145	119	95
Jams, preserves, other sweets	100	56	78	121	116	103	107	83

	total consumer units	under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Fats and oils	100	51	90	117	117	111	93	75
Margarine	100	49	69	94	106	133	129	118
Fats and oils	100	59	101	116	114	104	91	69
Salad dressings	100	46	92	119	116	116	84	73
Nondairy cream and imitation milk	100	39	89	116	118	114	98	79
Peanut butter	100	55	73	132	134	98	87	61
Miscellaneous foods	100	63	101	128	113	97	80	67
Frozen prepared foods	100	76	103	128	113	88	81	66
Frozen meals	100	60	93	103	109	97	113	107
Other frozen prepared foods	100	84	107	140	115	83	64	45
Canned and packaged soups	100	61	82	117	113	114	93	85
Potato chips, nuts, and other snacks	100	61	86	136	121	97	86	53
Potato chips and other snacks	100	66	97	147	119	85	70	46
Nuts	100	47	52	101	129	133	135	75
Condiments and seasonings	100	57	93	132	115	105	83	56
Salt, spices, and other seasonings	100	52	95	130	111	107	102	47
Olives, pickles, relishes	100	52	68	123	121	119	96	77
Sauces and gravies	100	62	104	143	108	102	65	48
Baking needs and miscellaneous products	100	55	85	117	129	102	92	69
Other canned or packaged prepared foods	100	58	115	122	107	96	73	78
Prepared salads	100	40	74	114	132	121	91	72
Prepared desserts	100	54	88	106	116	111	99	94
Baby food	100	77	247	129	74	41	25	17
Miscellaneous prepared foods	100	59	99	124	107	102	76	91
Nonalcoholic beverages	100	61	93	128	121	104	79	55
Cola	100	70	100	127	120	106	74	43
Other carbonated drinks	100	67	103	134	113	100	77	44
Coffee	100	35	63	114	127	125	110	81
Roasted coffee	100	33	65	121	124	127	108	71
Instant and freeze-dried coffee	100	40	60	101	132	123	113	100
Noncarbonated fruit-flavored drinks	100	87	114	137	122	80	55	37
Tea	100	53	72	123	123	123	84	69
Other nonalcoholic beverages and ice	100	60	98	135	122	93	68	58
Food prepared by consumer unit on trips	100	32	78	101	114	139	124	70
FOOD AWAY FROM HOME	100	77	102	123	120	103	73	44
Meals at restaurants, carry-outs, other	100	79	108	123	116	100	73	47
Lunch	100	86	109	126	108	97	76	51
At fast-food restaurants*	100	103	127	128	109	85	62	33
At full-service restaurants	100	63	90	101	104	124	112	88
At vending machines, mobile vendors	100	233	137	116	106	55	51	4
At employer and school cafeterias	100	68	99	194	122	69	19	13
Dinner	100	75	104	121	120	102	75	48
At fast-food restaurants*	100	100	131	140	109	81	43	27
At full-service restaurants	100	60	92	111	126	113	90	58
At vending machines, mobile vendors	100	221	79	194	73	35	90	11
At employer and school cafeterias	100	340	81	90	105	67	56	51
Snacks and nonalcoholic beverages	100	85	125	137	122	88	44	19
At fast-food restaurants*	100	64	116	141	130	87	51	19
At full-service restaurants	100	120	141	113	106	105	43	22
At vending machines, mobile vendors	100	118	141	144	105	79	28	16
At employer and school cafeterias	100	119	118	119	161	66	26	12
Breakfast and brunch	100	70	105	111	119	109	83	53
At fast-food restaurants*	100	86	118	129	117	97	52	34
At full-service restaurants	100	42	87	90	121	125	125	80
At vending machines, mobile vendors	100	147	136	122	127	69	35	10
At employer and school cafeterias	100	137	123	115	124	102	36	12

	total consumer units	under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Board (including at school)	100	143	18	54	249	141	13	10
Catered affairs	100	83	64	111	156	163	18	16
Food on trips	100	38	76	102	123	136	125	51
School lunches	100	18	84	245	144	24	12	1
Meals as pay	100	240	165	114	102	51	25	2
ALCOHOLIC BEVERAGES	100	94	112	120	107	106	76	39
At home	100	95	93	124	109	107	86	50
Beer and ale	100	130	110	136	105	87	64	31
Whiskey	100	13	67	61	112	180	162	98
Wine	100	49	72	116	117	129	106	69
Other alcoholic beverages	100	92	74	102	104	122	117	86
Away from home	100	93	132	115	105	106	67	28
Beer and ale	100	124	177	125	91	75	34	15
At fast-food restaurants*	100	164	183	107	91	84	21	10
At full-service restaurants	100	118	175	129	91	72	36	17
Wine	100	44	87	98	118	155	115	34
At fast-food restaurants*	100	174	82	44	112	125	171	56
At full-service restaurants	100	35	88	101	118	156	112	33
Other alcoholic beverages	100	106	125	127	111	94	50	32
At fast-food restaurants*	100	188	127	151	64	82	33	50
At full-service restaurants	100	97	125	125	116	95	51	31
Alcoholic beverages purchased on trips	100	62	97	98	115	138	106	40

* The category fast-food restaurants also includes take-out, delivery, concession stands, buffets, and cafeterias other than employer and school.

Note: "-" means sample is too small to make a reliable estimate.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2005 Consumer Expenditure Survey

Table 10.19 Personal Care, Reading, Education, and Tobacco: Total spending by race and Hispanic origin, 2005

(total annual spending on personal care, reading, education, and tobacco products, by consumer unit race and Hispanic origin groups, 2005; consumer units and dollars in thousands)

	total consumer units	Asian	black	Hispanic	non-Hispanic white and other
Number of consumer units	117,356	4,283	14,042	12,462	90,995
Total spending of all consumer units	\$5,446,351,133	\$222,949,081	\$461,264,535	\$500,013,449	\$4,488,866,155
PERSONAL CARE PRODUCTS AND SERVICES	63,486,075	2,222,834	6,628,947	6,241,343	50,679,665
Personal care products	32,085,130	1,322,291	2,823,846	3,591,175	25,686,979
Hair care products	5,826,725	187,167	490,908	712,079	4,621,636
Hair accessories	705,310	17,475	87,763	86,112	532,321
Wigs and hairpieces	201,852	1,071	128,484	9,596	64,606
Oral hygiene products	3,314,133	137,955	286,316	447,386	2,579,708
Shaving products	1,741,563	33,921	139,718	169,109	1,429,531
Cosmetics, perfume, and bath products	15,527,372	697,572	1,337,079	1,785,805	12,435,377
Deodorants, feminine hygiene, miscellaneous products	3,463,176	51,096	320,860	325,881	2,812,655
Electric personal care appliances	1,304,999	–	32,577	55,331	1,210,234
Personal care services	31,400,945	900,544	3,805,101	2,650,169	24,991,777
READING	14,840,840	502,524	736,362	689,398	13,422,672
Newspaper and magazine subscriptions	6,168,231	159,499	258,934	207,866	5,705,387
Newspapers and magazines, nonsubscription	1,846,010	52,295	197,431	91,097	1,558,744
Books	6,739,755	285,462	278,734	369,872	6,093,025
EDUCATION	110,331,070	7,534,397	7,022,825	6,952,051	96,535,686
College tuition	66,200,520	5,324,754	3,782,494	3,491,354	58,985,689
Elementary and high school tuition	20,720,375	990,915	1,395,213	1,286,203	18,148,043
Other school tuition	3,884,484	254,239	391,772	441,653	3,052,882
Other school expenses including rentals	4,754,092	146,864	311,592	410,498	4,041,088
Books, supplies for college	7,499,048	522,398	596,083	660,237	6,253,176
Books, supplies for elementary, high school	1,822,539	79,835	165,274	239,021	1,422,252
Books, supplies for day care, nursery school	494,069	26,298	44,092	43,368	405,838
Miscellaneous school expenses and supplies	4,954,770	189,094	336,587	379,717	4,226,718
TOBACCO PRODUCTS AND SMOKING SUPPLIES	37,445,952	532,548	3,036,021	1,963,887	32,477,935
Cigarettes	34,286,729	502,910	2,897,286	1,844,501	29,577,925
Other tobacco products	2,841,189	26,640	127,501	104,182	2,609,737
Smoking accessories	282,828	2,998	11,234	15,204	254,786

Note: Asian and black include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. Hispanic includes people of any race who identify themselves as Hispanic. Other includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the Asian column), Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race. – means sample is too small to make a reliable estimate.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2005 Consumer Expenditure Survey